

FY2015 Rockville Annual Report

FISCAL YEAR 2015 (July 2014 - June 2015)

CITY OF ROCKVILLE ANNUAL REPORT



FROM THE CITY MANAGER



On behalf of the city staff, it is my honor to present the Fiscal Year 2015 Annual Report.

Rockville's diverse population, vibrant neighborhoods and thriving business community each contribute to making the city a place people love to call home. The city's most recent Community Survey found that 93 percent of residents consider the overall quality of life in Rockville to be excellent or good.

This annual report highlights the accomplishments of each department in the fiscal year that ended in June, as well as their plans for the current fiscal year. The work of city employees is guided by policies and priorities set by the Mayor and Council. Information is provided below on the eight "critical success factors" that the Mayor and Council established in early 2014 as their shared vision and goals for the city's future.

During the past year, department directors and other staff continued to manage taxpayer dollars responsibly. Their efforts were recognized with the reaffirmation of Rockville's AAA/Aaa bond rating. This is the highest bond rating available and allows the city to finance new capital projects at the lowest possible cost. The city also refinanced old debt, saving Rockville taxpayers \$1.5 million in debt service payments over a 10-year period.

The city also undertook a number of capital projects in FY15. These projects included the start of a \$2.6 million renovation of the Rockville Swim and Fitness Center's South Pool, the completion of several sidewalk projects and the installation of accessible countdown signals to improve pedestrian safety, and enhancements to city parks.

The city received a number of national awards in FY15. Rockville was ranked as one of the "10 Best Cities for Families" in the United States by Livability.com, one of the country's "Best Places to Live" by "Money" magazine and one of the Washington, D.C. area's top 10 "Best Places to Retire" by Movoto.com.

I want to thank the Mayor and Council, the city staff, Rockville's many volunteer board and commission members, our institutions and businesses, and the community at large for their contributions toward making Rockville a great place to live, work and visit. I look forward to working with everyone in the coming years to build on the successes of FY15.

Barbara B. Matthews

Barbara B. Matthews, Rockville City Manager

Fiscal Responsibility

6 in 10
Residents



About 6 in 10 residents agreed that they received good value for the taxes paid to the City of Rockville government.

Putting Community Survey Results to Good Use

The Rockville community overwhelmingly thinks the services provided by the city are excellent or good, according to the most recent Community Survey, which was conducted last fall.

Each city department has been using the findings to improve the services they provide to the community. Survey results on the following pages reflect the work of a dedicated Mayor and Council and city employees.

The city's efforts to create a community people love to call home can be seen in the survey results. Some of the key findings included:

- 93 percent of residents consider their overall quality of life to be excellent or good.
- 93 percent say Rockville is an excellent or good place to raise children.
- 86 percent rate the overall quality of their neighborhood as excellent or good.

The survey polled a random sample of 2,000 residents and received responses from 792 of them, for a 41 percent response rate.

On several topics, Rockville scored much higher than peer municipalities, with 71 percent of residents strongly agreeing or agreeing that the city welcomes citizen involvement. Sixty-four percent strongly agree or agree that they receive good value for the city taxes they pay, and more than half say that the city listens to its residents.

"It is a safe and embracing community."

— Survey respondent

Sixty percent of residents strongly agree or agree that they are pleased with the overall direction that the Mayor and Council are taking, which is higher than other jurisdictions for this measure. More than half also strongly

"I have always found Rockville is a friendly, nice place to live."

— Survey respondent

agree or agree that the city budgeting process is open and understandable to residents.

More than half of residents responding to the survey had used the city's website in the last year, and two-thirds of them like its appearance, the current information it displays and its ease of navigation. This rating was higher than other communities' ratings.

Community Characteristics



7 in 10
Residents

About 7 in 10 residents say the overall sense of community in Rockville is "excellent" or "good."

The website was redesigned in 2013, and it remains the preferred way of getting information from the city for 84 percent of residents.

For the first time, the survey asked residents to share why they chose to live in Rockville. Sixty-three percent said it was because their job was here, 48 percent cited the community's good neighborhoods, and 48 percent said Rockville was a safe community in which to live.

Read the full survey results at www.rockvillemd.gov/communitysurvey

'Critical Success Factors' to Achieving Mayor and Council Vision

Effective City Service Delivery

Rockville is known for exceptional, personalized service delivery to residents and businesses, characterized by efficient, well documented processes that are administered equitably by a motivated workforce of employees with a "can-do" attitude. The city has talented leadership that ensures the city government is moving in the right direction.

Good Governance

The Rockville Mayor and Council work well together to make decisions for the betterment of the city, and the city enjoys excellent relationships with Montgomery County, the State of Maryland and other governmental entities.

Livable Neighborhoods

Rockville is a community of diverse neighborhoods offering a high quality

of life. This has been accomplished by the city's commitment to public safety, pedestrian safety, traffic mitigation, diversity in housing options, property maintenance, and support for high quality education and city services that address the needs of all constituencies.

Fiscal Responsibility

The City of Rockville has a track record of fiscal stability evidenced by exemplary bond ratings, appropriate reserve planning and well thought out and researched capital and operating plans.

Well-Planned Community

Rockville is the epitome of a well-planned community that constantly reinvents itself and manages increasing density and growth associated with being part of a major metropolitan area. Rockville is known for quality transit-oriented

and mixed use development. The city's "Rockville Pike Plan" demonstrates best practices in multi-modal transportation planning. It offers retail, housing, parks and other amenities that are desirable to diverse populations.

Engaged Residents

Rockville residents are engaged in their community and take an active interest in city government. They volunteer for city boards and commissions and turn out to vote in city elections. Effective communication flows in both directions between the city government and its stakeholders. The city ensures residents have access to information about city services in a variety of formats and languages, and through a variety of tools. The city reaches out to all populations to provide relevant information in a timely manner, while actively listening and collecting feedback.

Responsible Economic Development

Rockville has an enviable business climate. The community enjoys a balance of commercial and residential development, a mix of small and large businesses representing a wide variety of industries and services, and well-paying jobs. New investment is encouraged by innovative business incubators and the strong presence of the federal government and contractors. The development community is supported by an efficient development process that balances and respects private and community interests in the process.

Stewardship of Infrastructure

Rockville maintains existing city infrastructure (i.e. bridges, water pipes, buildings, amenities, etc.) through responsible planning for future needs and sound fiscal decisions for the long term health of the city.

City Manager's Office

The City Manager's Office implements the policies and strategic plans of the Mayor and Council, provides professional recommendations to the Mayor and Council and oversees the day-to-day management of city operations. Staff from this office serves as a liaison to the Asian Pacific American Task Force and the Human Rights Commission. Its divisions also support the following services:

- Communication, Outreach and Public Information.
- Intergovernmental Affairs and Legislative Programs.
- Community Member and Neighborhood Engagement.
- Human Rights and Mediation Services.

Good Governance

62% of Respondents

60% of Respondents

62% of respondents are pleased with the performance of the Mayor and Council, while 60% are pleased with the overall direction of city government.

In FY15, the department:

- Gathered feedback on Rockville's services, facilities, engagement and infrastructure in the Rockville Community Survey, with a 41 percent response rate.
- Advocated for the city at the federal, state and county level, securing funds for transportation and pedestrian safety, school construction and improvements to the F. Scott Fitzgerald Theatre. The city also successfully advocated for maintaining state ethics laws on financial disclosure by municipal officials and for maintaining the city's stormwater management fee and program.
- Held walking town meetings in the Twinbrook, East Rockville and North Farm neighborhoods, so neighbors could showcase their neighborhood while sharing compliments, concerns and questions with the Mayor and Council and city staff.
- Partnered with Community Planning and Development Services to involve the community in planning for the future Rockville Pike and Rockville 2040, the process to update the Comprehensive Master Plan.
- Rockville 11 provided live television coverage of meetings of the Mayor and



NBC4's Angie Goff broadcast live on the network's morning show from Rockville in August 2014, giving the city employees the chance to spread the word about programs like the Back to School Jam.

Council, Planning Commission, Board of Appeals and Historic District Commission. Viewers can watch live on Rockville 11, streaming on the city's website and on demand after the meeting is over.

- Produced a special Rockville 11 interview program, "Mayor and Council One-on-One," giving the public a chance to get to know their elected officials. Helping educate the public about the Pike Plan, Rockville 11 also produced a documentary on the history of the Rockville Pike, with a companion piece running in "Rockville Reports."
- Engaged with Rockville's young people through a Diversity Leadership Workshop designed to help students recognize prejudice and create an environment of inclusion in their schools.
- Organized and hosted the city's Martin Luther King Jr. Celebration and the Lunar New Year festival.
- Published 10 editions of "Rockville Reports," and added an online interactive version with live links to Web pages, email addresses and videos.
- Continued to make the city website and Web calendar a valuable and convenient source of information for the public.
- Redesigned the weekly events email newsletter, "This Week in Rockville," to better meet reader needs.
- Increased social media and other media coverage of Rockville by engaging community members through YouTube, Facebook and Twitter (See the "By the Numbers" box on this page).
- Launched a new internal employee website that centralized several employee information sites.
- Provided communication and outreach support to all departments.

Livable Neighborhoods

93%

93% of residents say Rockville's overall quality of life is "excellent" or "good." That is up from 91% in 2012.

Accolades

- Rockville was ranked as one of the country's "Best Places to Live" by "Money" magazine, coming in at No. 24 out of 50 cities and towns with populations between 50,000 and 300,000. "Money" cited the city's diverse population, ample parkland, excellent public education system and large local employers as contributing to the ranking.
- Rockville was ranked as one of the 10 best cities for families in the United States by the website Livability.com. Rockville ranked 9th overall and was recognized for having the lowest crime rate of the cities in the top 10 as well as being "most walkable."
- Fox 5 "News Morning" and "Good Day DC" broadcast live from Rockville Town Square on May 22, to highlight some of Rockville's must-see spots and to preview Hometown Holidays.
- NBC Washington broadcast live from the F. Scott Fitzgerald Theatre on Aug. 7, 2014, for an early morning "Celebrate Rockville" series of news stories.

What we're working on:

- Supporting the November election through the "Rockville Reports" voter guide,

By the Numbers:

- Web page views 3,480,101
- Home page views 574,832
- YouTube channel views 41,447
- Twitter followers. 5,145
- Facebook fans 2,501
- Press releases issued 204
- "Meet Your Neighbor" segments. 8
- Good Neighbor Awards 4
- Neighborhood Matching Grants 6
- Mediation Cases 65
- Diversity in Leadership participants 28

community-hosted candidate debates broadcast on Rockville 11, a candidate orientation session and a voter registration drive.

- Preparing to help the newly elected Mayor and Council orient to their new role, establish goals and implement priorities.
- Continuing a project to redesign the online and print version of "Rockville Reports" to make the print version easier to read, and the Web version more accessible to those with disabilities, translatable into other languages and more mobile-friendly.
- Constructing a dedicated television studio in City Hall to increase the efficiency and effectiveness of city communication and engagement through online videos and Rockville 11 programming.
- Advocating, with the Mayor and Council, for increased school construction funding, Program Open Space funding and permanent restoration of highway user revenue.
- Preparing a strategic plan to involve Rockville's diverse community in city activities, events, leadership and decision making.
- Supporting improved electronic communication within neighborhoods and between neighborhoods and the city government.
- Improving website forms to help residents more easily report questions, requests and issues directly to city departments.



Rockville's Good Neighbor Award winners were (L-R): Jonathan Smith, Ida Wallenmeyer, Nancy Keefe and Fred Newton.



Neighbors joined the Mayor and Council for a walking town meeting in Twinbrook.



Rockville 11 crews produced two documentaries and monthly newscasts in FY15.



These young dancers brightened up the stage at Rockville's Lunar New Year celebration.

City Clerk's Office

The City Clerk's Office provides administrative and clerical support to the Mayor and Council and several boards and commissions, maintains up-to-date records and is charged with organizing and managing Rockville elections.

In FY15, the department:

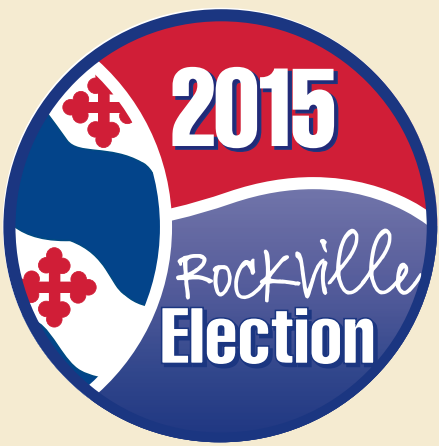
Supported the Board of Supervisors of Elections as they prepared for these four significant changes to the city election process:

- Moving from a two- to four-year term (takes effect with the November 2015 election).
- Early voting (will be offered for the first time at City Hall on Oct. 24-25).



City Attorney Debra Yerg Daniel and Acting City Clerk Sara Taylor-Ferrell joined City Manager Barbara B. Matthews at meetings of the Mayor and Council throughout the year.

- New voting machines (first municipality to test the machines, which are expected to be implemented statewide).



- District 7 polling place moving (from Ritchie Park Elementary School to the Latvian Lutheran Church).

The clerk's office also continued to provide staff support to boards and commissions. The office recruits Rockville residents to be members of boards and commissions and works with commission members. Rockville has 20 boards and commissions, subcommittees, ad hoc groups and task forces with more than 175 community members volunteering to serve.

What we're working on:

- Preparing to transition to a new city clerk and newly elected Mayor and Council.
- Implementing the change in City Code Chapter 8 – Elections, to reflect the new four-year election cycle, dates of the election cycle, campaign fund report filing requirements and other changes.

City Attorney's Office

The City Attorney's Office provides legal support to the City of Rockville. The office serves as the legal advisor to the Mayor and Council, all boards and commissions

and the city staff on all legal matters affecting the city.

As legal advisor to the city, staff:

- Attends and provides legal counsel at Mayor and Council meetings, and, as

needed, at meetings of the city's various boards and commissions.

- Prepares, negotiates and/or reviews all legal documents involving the city.
- Prepares and/or reviews ordinances, res-

olutions, and amendments to the City Code and Charter.

- Represents the city's interests in legal proceedings before federal and state courts and administrative agencies.

Human Resources Department

As an internal service department, Human Resources primarily serves City of Rockville employees, ensuring that their staffing, salary administration, employee relations, educational, health, wellness and safety needs are met. The department creates and administers personnel policies and manages the recruitment, referral and selection of applicants to fill city jobs.

Among its key tasks are:

- Administering employee benefits.
- Managing employee health and wellness programs.
- Working with the organization to resolve employee concerns.
- Managing safety and risk programs.
- Developing and coordinating organizational development programs.

In FY15, the department:

- Completed an employee compensation and job classification study.
- Transitioned to a new dental plan to improve this benefit for employees.
- Implemented a vision insurance plan.
- Revised the city's safety handbook.
- Held quarterly retirement education meetings on employee-suggested topics.



City employees celebrated Heart Health Month in February by wearing red to the office.

- Helped employees lose more than 750 pounds as a group participating in the Weight Watchers at Work program.
- Saw 50 percent of employees participate in the annual health assessment, which helps employees assess areas of strength in their current lifestyles and provides resources to help them achieve personal health goals.
- Hosted a health fair attended by more than 130 employees, with more than 35 vendors offering health information and services.

Accolades

- Received the "Healthiest Employer" award in 2014 (fourth year in a row) from the

"Washington Business Journal."

- Received the "Best Managed Onboard Implementation" award from NeoGov.
- Two employees were appointed to volunteer positions with the International Public Management Association for Human Resources (Karen Marshall, Director of Human Resources) and the American Society of Safety Engineers (Marcus Odorizzi, Safety and Risk Manager).

What we're working on:

- Unveiling online benefits enrollment.
- Adding an online background check to the hiring process.

New Health Portal:

Making health and wellness available to all employees by launching a new online "Health and Wellness Management Portal" for employees.

- Launching a new online health and wellness management portal for employees.
- Adding safety information to employee orientation.
- Training staff on personnel manual revisions.
- Creating a safety incentive/reward system.
- Implementing and training staff on new compensation and job classification plan.



At the annual employee health fair, staff members sampled a tai chi class.



Rockville voters will cast their ballots on one of these new machines in November.



City employees learned how to improve their health at the employee health fair.



Staff from many departments joined together for the annual Jingle Bell Walk, trekking from City Hall to the F. Scott Fitzgerald Theatre for the employee awards program.

Community Planning and Development Services Department

The department oversees planning, historic preservation, housing programs, development and permitting activities throughout the city. Residents making improvements to their properties, as well as developers, interact regularly with the department to get assistance in determining whether projects align with master plans, the zoning ordinance and other development regulations.

A key part of the department's mission is to support five boards and commissions, including the Planning Commission, Historic District Commission, Sign Review Board, Board of Appeals and Rockville Housing Enterprises.

Engaged Residents



7 in 10 Respondents

7 in 10 respondents agreed that the Rockville City government welcomes citizen involvement. About half (56%) agreed that the city listens to its residents.

In FY15, the department:

- Kicked off Rockville 2040, the process to update the city's Comprehensive Master Plan, with a communitywide meeting on May 9. The plan will guide development and infrastructure decisions for the next 25 years. The department began a series of "listening sessions" to gather ideas from the community.
- Facilitated the Mayor and Council's process to consider the draft "Rockville's Pike Plan," including public hearings.
- Coordinated with the county and the state as they advanced their bus rapid transit (BRT) corridor studies along Rockville Pike and Veirs Mill Road, initiating a design study to explore options for integrating BRT routes in the Town Center area.
- Conducted building and fire system inspections of several large projects, including: The Upton Apartments, Cambria Suites, The Terano, Bainbridge Apartments and a mixed-use project at 1800 Rockville Pike.
- Created an online permit system for small projects.
- Coordinated several zoning updates, including: regulations to increase the amount



Community members, elected leaders and city staff took a walking tour of Rockville Pike as one of many public meetings on the draft Rockville Pike Plan.

of landscaping between industrial and residential areas, provisions to regulate the placement of emergency generators and a change to allow the Historic District Commission to initiate the historic designation zoning process.

- Initiated the Southlawn Industrial Area Study, to explore land use and traffic solutions that would lessen the impact of industrial areas on residential neighborhoods. Two well-attended public meetings were held in June for the community to learn more about the study, with more meetings to follow in the coming months.
- Coordinated the Site Plan Improvement Group, which identified ways to make the development review process more efficient and user-friendly.

Accolades

- Building Plans Examiner Bradley Holmes won "Plans Examiner of the Year" from the Maryland Building Official's Association.
- Staff members were appointed to serve on



Planning staff launched a new study of the Southlawn industrial area with community meetings in June.

boards of the Maryland Building Officials Association (Tim Diehl, Plans and Permit Supervisor), the Maryland State Building Rehabilitation Code Advisory Council (Ray O'Brocki, Chief of Inspection Services) and the Maryland Association of Historic District Commissions (Sheila Bashiri, Historic Preservation Planner).

- David Levy, Chief of Long Range Planning, was named chair of the Metropolitan Washington Council of Governments Planning Directors Technical Advisory Committee.

By the Numbers:

- Three weeks or less - Time for the department to approve 82% of all building and fire system plans.
- 135 - Number of new affordable housing units that became available in 2015 through the Moderately Priced Dwelling Unit program.
- \$231,000 - Value of Community Development Block Grants spent to:
 - Renovate three housing units for formerly homeless families
 - Renovate two public housing units for low-income families
 - Help six low-income homeowners rehabilitate their homes to improve safety and code compliance.
- 4,031 - Permits issued for projects.
- \$1.9 million - Permit revenue generated.
- 13,127 - Building inspections conducted.
- 115 - Development review applications processed.

What we're working on:

- Hosting Rockville 2040 listening sessions throughout the city, and completing trend reports describing conditions and chal-

lenges with land use, transportation, the environment, housing, and other issues, as they relate to the Comprehensive Master Plan update.

- Expanding the fast-track permit review program, reducing the time it takes to approve permits.
- Streamlining the city's site plan review process to improve our coordination, timeliness of review, and effectiveness in administering city requirements.
- Completing the Southlawn Industrial Area study with recommendations for the Mayor and Council.
- Completing the Bus Rapid Transit / Town Center preliminary design study.
- Preparing amendments for the historic preservation section of the Zoning Ordinance and beginning an update of the Historic Resources Management Plan.



Well-Planned Community



78% of Respondents

78% of respondents said growth and development is an "essential" or "very important" priority for the city to focus on in the next two years.



City, county and state officials met with the Mayor and Council in December to discuss bus rapid transit corridor studies along Rockville Pike and Veirs Mill Road.



Rockville kicked off "Rockville 2040," the process to update the Comprehensive Master Plan, in June.



Development projects completed in FY15 include The Terano, next to the Twinbrook Metro.

Rockville City Police Department

The department is a fully accredited, community policing agency that works with the public and other law enforcement agencies to provide police protection, services, education and enforcement for the Rockville community. It is committed to ensuring the safety and protection of homes, businesses, schools and the people who occupy them.

The department's Community Enhancement and Code Enforcement Unit addresses property maintenance, with emphasis on identification and licensing of rental homes.

In FY15, the department:

- Oversaw a decline in the number of Part I crimes in Rockville, which are crimes against people (murder, rape, robbery, assault) and crimes against property (burglary, larceny, theft and arson). Such crimes fell from 1,929 in 2002 to 1,234 in 2014.
- Certified the K-9 unit's newest dog in illegal drugs/narcotics detection.
- Reached an agreement with Montgomery



Always a presence in the community, police department staff hosted a booth at Hometown Holidays in May.



Rockville police participate in local law enforcement drug take-back days, providing a safe, free and anonymous opportunity to dispose of unused, unwanted or expired prescription drugs.



Cpl. Ken Matney was awarded the Governor's Crime Prevention Award for excellence in community crime prevention safety.

- County to allow city police to share law enforcement duties on Darnestown Road, a high-use stretch of road within city limits.
- Hosted two interns as part of Project Search, a program for transitioning young adults with disabilities to the work force.



The department presented the children of the Lincoln Park community Center with holiday treats and gifts.

Accolades

- The department received its 14th annual Governor's Crime Prevention Award for Law Enforcement Agencies, given to agencies with programs that meet certain criteria, such as neighborhood watch, home security surveys, commercial security surveys, crime prevention programs for elderly, and youth and drug awareness. Rockville was the only law enforcement agency in Montgomery County to receive this honor.
- Ten police officers were honored during the 26th Annual Rockville Public Safety Awards in June. Five officers received Distinguished Service Citations; five officers and one civilian dispatcher received Meritorious Service Citations.

Safety Fact:

Rockville was recognized for having the **lowest crime rate** of all the cities in the top 10 of Livability.com's "Best Cities for Families" list, which surveyed more than 2,000 cities across the United States.

What we're working on:

- Succession planning, with a mentoring program for key roles, such as investigators and training officers. The department is working with Human Resources to recruit and test for promotions and new entry-level officers.
- Hiring culturally diverse officers to serve the Rockville community, where one-third of the population is foreign-born.
- Beginning multiyear replacement cycles for outdated in-car video cameras and personal protection equipment.
- Testing body cameras for police officers and making recommendations on their use.
- Enforcing Animal Control Ordinance changes.

By the Numbers:

- Police officers 59
- Responses to calls 33,000
- Arrests and Warrants 1,055
- Outreach/visits to businesses . . . 352
- Animal control calls 1,889
- Dog licenses issued 2,201
- Code enforcement inspections . . 1,945
- Multi-family units licensed 7,686



Chief Terrance N. Treschuk visited with the city's littlest residents on National Night Out.



Cpl. Michael Frisk and McGruff the Crime Dog traveled to National Night Out parties in neighborhoods throughout Rockville.



The 2015 members of the department's Polar Bear Plunge Team, which raised \$3,200 for Special Olympics Maryland.



The police station, located at 2 West Montgomery Ave. – in the historic Rockville Post Office building (circa 1938) in town center, at night.



Rockville public safety awardees (L to R): Cpl. John Pfaehler, Cpl. Steve Malko, Officer Daniel Morozewicz, Cpl. David Trogolo, former Cpl. Christopher Day, Officer Jonathan Lee, Cpl. Laura Myers, and Sgt. Jonathan Berry.

Public Works Department

The department provides services to the city in the areas of water, sewage disposal, stormwater, recycling and refuse, transportation, environmental and right-of-way management, and fleet services.

Key areas of the department’s focus include:

- Weekly recycling/refuse and seasonal leaf collections, as well as scheduled special collections.
- Water quality, production and distribution.
- Annual street and sidewalk maintenance and improvements.
- Snow plowing of Rockville streets.
- Traffic and transportation.
- Stewardship of the environment.

Stewardship of Infrastructure

8 in 10 Residents



About 8 in 10 residents rated water and sewer services as “excellent” or “good.”

In FY15, the department:

- Moved the recycling and refuse collection program to a four-day schedule for collecting recycling, refuse and yard waste from residential customers. The new schedule enabled the city to combine some routes and reduce the number of collection staff, allowing Rockville to keep the monthly service charge as low as possible.
- Installed accessible countdown pedestrian signals and Americans with Disabilities Act-compliant ramps at 15 street intersections.
- Completed the construction of sidewalk projects on Anderson Avenue, Wootton Parkway and Southlawn Lane.
- Issued permits to begin the revitalization of the Rockville Pike/Chapman Avenue corridor near Twinbrook Metro station.
- Installed bike lanes and sharrows (street markers indicating where bicyclists and vehicles can “share” the road) on Broadwood Drive, King Farm Boulevard and Fortune Terrace.
- Finished the design and awarded the construction contract for the \$2.8 million stormwater management ponds project at Horizon Hill Park.



Public works crews hit the streets to clear snow and ice during 22 weather events last winter.



Rebates are available to homeowners who install rain barrels, which reduce the amount of rainwater runoff that goes untreated into local watersheds.

- Joined the Maryland One-Call System (Miss Utility) to ensure city utilities are protected from damage.

Accolades and Grants:

- Won the Metropolitan Washington Council of Governments 2014 Climate and Energy Leadership Award. Rockville is the first Maryland jurisdiction to win this award.
- Earned the bronze-level “Bicycle Friendly Business” recognition for City Hall from the

League of American Bicyclists.

- Won grants totaling \$1.6 million from the Maryland Department of Natural Resources for various watershed improvements in the city, including at Horizon Hill Park, Dogwood Park and Watts Branch (upper stream).
- Received \$269,122 from Safe Routes to Schools for the Harrison Street sidewalk project.
- Collected \$33,950 from the Maryland Bikeways Program for pedestrian projects.
- Obtained \$1.1 million from developers to share the cost for the Rock Creek sewer capacity improvement project.

Roads for Everyone:
Rockville’s Complete Street initiative is the city’s goal to design new roads or reconstruct existing roads to better serve all road users (drivers, walkers and bicyclists), and includes road components such as parking and landscaping, as space allows.

What we’re working on:

- Improving intermodal access along Baltimore Road, which includes shared-use paths for walking and biking, road construction and bus stop improvements.
- Making improvements to Rock Creek sewer capacity.
- Completing watershed improvements, including stream restoration at Dogwood Park, Watts Branch (upper stream) and Horizon Hill stormwater ponds.
- Improving pedestrian safety on South Stonestreet Avenue and in Twinbrook

By the Numbers:

- 699 street signs installed, repaired or replaced
- 174 miles of city-maintained water lines (0.31 miles rehabbed in FY15; 1.72 miles to be rehabbed in FY16)
- 1,403 fire hydrants (replaced 3 low-flow in FY15; 15 to be replaced in FY16)
- 148 miles of sewer main (0.45 miles rehabbed in FY15; 1.96 miles to be rehabbed in FY16)
- 22,306 tons of recycling and refuse materials collected
- 48% of waste stream was recycled or composted
- 5,461 total number of special collections made for bulk refuse, electronics, scrap metal and household hazardous materials
- 4,713 tons of salt used to respond to 22 winter weather events

through the Maryland Bikeway Program.

- Filling in a sidewalk gap on Harrison Street with Safe Routes to Schools grant.
- Designing Maryland and Dawson avenue extensions to serve the redeveloping area north of Town Center.
- Providing input to support city initiatives, such as the Rockville Pike Plan and



The Rockville Environment Commission helped to organize a neighborhood solar co-op in 2015.

Comprehensive Master Plan, and the Montgomery County Bus Rapid Transit initiative.

- Updating the Rockville City Code as necessary to incorporate updated requirements in three chapters in FY16, including Water, Sewers and Sewage Disposal; Buildings and Building Regulations; and Floodplain Management.



The department completes street repairs and maintenance work throughout the year.



Work began on a stormwater management ponds project at Horizon Hill Park.



Rockville moved to a four-day-per-week recycling and refuse collection schedule.

Recreation and Parks Department

Through classes and camps, sports leagues, arts programs and parks and facilities, the department offers a variety of recreational opportunities for Rockville's residents and visitors to connect with friends, create a healthy life and celebrate living in Rockville.

The department manages and maintains the city's 65 parks, three community centers, a nature center, swim and fitness center, senior center, the F. Scott Fitzgerald Theatre and Rockville's historic Glenview Mansion. Through the careful programming of each of these special venues, Rockville is able to provide the public with ways to connect, create and celebrate a vibrant lifestyle in the city.



The city's youth soccer league fielded 52 teams in FY15.

In FY15, the department: Parks

- Pruned 2,250 street trees.
- Created beautiful cityscapes by planting 28,374 annuals (plants/flowers).
- Renovated two athletic fields (Dogwood Park and Monument Park).
- Installed new athletic field lights at Broome Athletic Park.

Swim and Fitness Center

- Completed an audit of the facility with recommendations for key improvements.
- Began construction on the South Pool renovation.
- Hosted two interns as part of Project Search, a program for transitioning young adults with intellectual and developmental disabilities to the work force.

Special Events

- Raised \$120,000 for community groups during the city's special events, partnering with over 100 organizations.

Attendance at Special Events
Attendees at special events . . . 97,000
Estimated benefit generated for the local economy. . . . \$2.4 million*
**A 2014 Americans for the Arts Economic Impact Study found that local events generate \$24.60 per person for the local economy.*



The annual Hometown Holidays celebrated its 26th year with four stages and over 30 bands.

Rockville Civic Center Park

- Hosted 135 performances at the F. Scott Fitzgerald Theatre.
- Glenview Mansion was the site of 1,170 events, including weddings, meetings and parties.

Staying Active

47% Ride Regularly

47% responded that they rode their bike regularly in the last 12 months, with 23% using it for errands and 18% using it for commuting. Rockville has 44 miles of shared-use paths for biking and walking.

Rockville Senior Center

- The Young in Heart Club (the city's oldest senior services club) celebrated its 65th anniversary. It began in 1950 and currently has 104 members.

- Center statistics:**
- 700 individual post-rehab and fitness training sessions.
 - 34 senior services special events with 2,751 participants attending.
 - 33,015 senior bus rides connecting residents to the senior center, grocery and pharmacy shopping.
 - 18,113 senior meals were served.
 - 91 rentals of the center bringing in over \$31,000.

Community Services

- The Holiday Drive connected over 3,300 residents with more than \$70,000 in food, cash, toys and gift cards, thanks to generous contributions from more than 150 individuals, businesses and community organizations.

- The division provided youth development programs to over 230 participants, and formal and informal mental health services to approximately 110 adolescents.
- The city-run Linkages to Learning program at Maryvale Elementary School provided case management services to 37 families and 86 children, while providing long-term mental health support to 23 at-risk children.

Visits to Our Recreation Facilities

Swim and Fitness Center	300,000
Thomas Farm Community Ctr.	83,054
Twinbrook Community Rec. Ctr.	63,476
F. Scott Fitzgerald Theatre	59,058
Lincoln Park Community Ctr.	35,202
Senior Center Fitness Room	35,000
Glenview Mansion.	21,746
Croydon Creek Nature Center	22,000

Accolades and Grants

- Rockville was named a "Playful City" for the second year by KaBoom!
- The city received the "Tree City USA" award from the National Arbor Day Foundation.
- Rockville won the PLANT Community Award from the Maryland Department of Natural Resources.
- Glenview Mansion won WeddingWire's 2015 Couples' Choice Award.
- Glenview Mansion was named a "Best Wedding Vendor" by "Washingtonian" magazine's Bride & Groom.
- Rockville was recognized with a 2015 "Business Outstanding Achievement in Recycling" from Montgomery County.
- Grants totaling \$331,932 were received for health and wellness and facility improvement projects.
- The city won seven awards of excellence from the Keep Montgomery County

Healthy Choices

3/4 of Residents

3/4 of residents said the quality of health and wellness opportunities in Rockville is "excellent" or "good."

By the Numbers:

Total volunteers.	2,206
Total volunteer donated hours	57,693*
Saving the City	\$1.1 million

**Volunteer hours were valued at \$20/hr. by Independent Sector, a coalition of charitable organizations.*

Majority of volunteers support: Sports Leagues, Gallery and Sunday Concerts, Croydon Creek Nature Center, Holiday Drive, Senior Services, Mentoring Program, Ballet Program, Thomas Farm Community Center, Lincoln Park Community Center, Twinbrook Community Rec. Center.

Beautiful Awards for James Monroe Park, Mattie J.T. Stepanek Peace Garden, the Pump House at Croydon Park, The Ponds at Falls Grove, Veterans Park, Veirs Mill Road Improvements and East Rockville Greenways.

Recreation Registrations

Total participants.	31,655
Summer programs	3,060
Before- and after-care programs.	1,062
Scholarships provided	389

What we're working on:

- Completing the South Pool renovation project.
- Implementing urgent recommendations from the swim and fitness center facility audit.
- Improving Horizon Hill Park.
- Replacing the playgrounds at Lincoln Terrace, Rose Hill Park and Twinbrook Park.
- Beginning construction on the F. Scott Fitzgerald Theatre Social Hall parking lot.
- Upgrading the F. Scott Fitzgerald Theatre lighting and sound equipment.
- Expanding Croydon Creek's Nature Center's summer camp opportunities with the Rockville Science Center and the center's popular Nature Service Learning camps.
- Completing a Senior Needs Assessment and Gap Analysis Project, studying the needs of seniors in our community.
- Completing an Americans with Disabilities Act audit and transition plan.



Staff helped make summer camp a great experience for kids at more than 60 camps.



Residents enjoy 65 passive and active parks in Rockville, including Monument Park.



The department offers a variety of instructional sports, including tennis, for Rockville's littlest athletes.

Information Technology Department

The department manages employee telephone and computer systems, including wireless devices and local and wide area networks. It also maintains the city's servers, Geographic Information System and wireless Internet access in city facilities.

In FY15, the department:

- Completed the first phase of upgrades to city network equipment, which will result in faster Internet connectivity speed and greater capacity for future improvements.
- Implemented the city's first cloud-based backup and disaster recovery solution.
- Began the process to migrate email from Lotus Notes to Microsoft Office 365.
- Supported other department operations by researching and selecting a new agenda management system and a new police reporting system.
- Implemented a new online permitting application for plumbing, mechanical, electrical and occupancy permits. The public can now apply, pay and print simple permits online.



Department staff support and maintain 117 physical and virtual servers.

- Composed and published an interactive Web map for residents to identify their new refuse and recycling route, and another map for staff and the public to get details about public and private storm water management facilities.

What we're working on:

- Migrating all employees to Microsoft Office 365.
- Implementing new Cisco firewalls to enhance IT security.
- Upgrading the city's financial and human resources systems.

By the Numbers:

- Help desk requests 2,665
- Desktops/laptops supported. . . . 478
- Tablets supported 27
- Physical/virtual servers supported. . 117
- City facilities supported 26

- Replacing aged desk phones.
- Completing upgrades to further increase Internet connectivity speed.
- Replacing out-of-date software to track city-issued permits.
- Implementing a system to inventory and track maintenance of city assets, ranging from water pipes to vehicles.
- Improving the electronic organization, management and storage of documents across the city.
- Implementing a new agenda management system for the Mayor and Council and all city boards and commissions.

Finance Department

The department helps the various agencies of the city government meet their service objectives by acquiring goods and services, allocating the organization's human and financial resources, processing financial transactions and providing information and analysis as a basis for decision making. It bills and/or collects major city revenues and provides assistance to taxpayers and utility customers. The department also provides financial planning services for the city, secures financing for capital construction and safeguards and invests city funds.

In FY15, the department:

- Maintained the city's triple-A bond rating from both Standards and Poor's (AAA) and Moody's Investor Services (Aaa). This is the highest bond rating available and is based on the city's total debt burden, financial management, financial performance, and the city's economic base. The triple-A rating saves the city money because it is able to borrow money at the lowest interest rates.
- Worked with the city manager to prepare the Fiscal Year 2016 budget, seeing it through to unanimous adoption by the Mayor and Council in May.
- Refinanced old debt, saving residents \$1.5



million in debt service payments. The city also financed new projects by issuing new

debt at historically low rates and interest costs.

- Redesigned the city's budget book, combining the operating and capital budgets into a single document that reflects industry best practices. Readers will enjoy an easier reading experience and greater understanding of city finances.
- Researched and recommended new reserve policies to enhance the city's overall financial standing in the investment community and to provide the Mayor and Council with flexibility to manage the city's finances.
- Recommended the city's first pension funding policy, ensuring the stability and long-term sustainability of the city's pension system.
- Oversaw a utility rate study, resulting in structural changes to the city's utility rates. These changes will improve the financial stability of the utility funds and optimize funding for important capital improvements. The utility rate changes became effective for FY16.

- Updated the city's cost allocation plan, to ensure that users of city services pay for appropriate costs associated with the services they receive, and that taxpayers don't pay for services that they are not receiving.

Accolades

- The city received the Distinguished Budget Presentation Award for the FY15 budget document from the Government Finance Officers Association of the United States and Canada (GFOA).
- For the 25th consecutive year, Rockville received a Certificate of Achievement for Excellence in Financial Reporting from GFOA for the Comprehensive Annual Financial Report.
- Received GFOA's Popular Annual Financial Reporting Award for the city's Fiscal Year 2014 Popular Annual Financial Report.

What we're working on:

- Completing major software upgrades to the city's financial and human resource systems.
- Implementing a new utility billing system to provide a better modernized customer service experience.
- Re-evaluating procurement functions to achieve efficiencies.
- Issuing new debt to raise money for investments in community infrastructure.



MAYOR
Bridget Donnell Newton

COUNCILMEMBERS
Beryl L. Feinberg
Tom Moore
Virginia D. Onley
Julie Palakovich Carr

CITY MANAGER
Barbara B. Matthews

DEPUTY CITY MANAGER
Jennifer Kimball

DIRECTOR OF COMMUNICATION
Marylou Berg

ACTING CITY CLERK/TREASURER
Sara Taylor-Ferrell

CITY ATTORNEY
Debra Yerg Daniel

DIRECTOR OF COMMUNITY
PLANNING & DEVELOPMENT SERVICES
Susan Swift

CHIEF FINANCIAL OFFICER/
DIRECTOR OF FINANCE
Gavin Cohen

DIRECTOR OF
INFORMATION TECHNOLOGY
Nicholas Obodo

DIRECTOR OF
HUMAN RESOURCES
Karen Marshall

CHIEF OF POLICE
T.N. Treschuk

DIRECTOR OF PUBLIC WORKS
Craig Simoneau

DIRECTOR OF
RECREATION AND PARKS
Tim Chesnutt

City of Rockville
111 Maryland Avenue, Rockville, MD 20850
240-314-5000 • www.rockvillemd.gov



Get Into It

GET INVOLVED
IN YOUR
CITY AND
COMMUNITY

CONTACT

THE MAYOR AND COUNCIL

- By email: mayorcouncil@rockvillemd.gov
- By mail: 111 Maryland Ave., Rockville, MD 20850
- By phone: 240-314-8280

SPEAK AT
COMMUNITY FORUM

- Held during most Mayor and Council meetings, residents may speak on any topic for up to three minutes. Call the City Clerk's Office at 240-314-8280 to sign up.

MAKE A REQUEST, REPORT A PROBLEM
OR COMMENT ON CITY SERVICES

- Online: www.rockvillemd.gov/reportaconcern
- By phone: 240-314-8139 or
- By mail: 111 Maryland Ave., Rockville, MD 20850

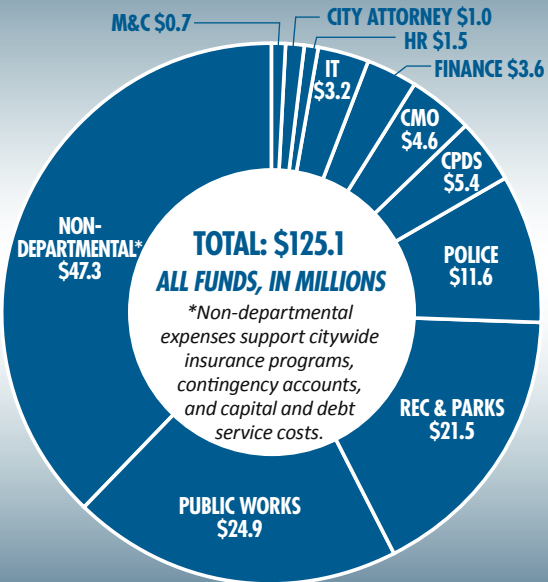
SERVE ON A BOARD
OR COMMISSION

- Learn about vacancies or obtain an application by emailing cityclerk@rockvillemd.gov.

BECOME A VOLUNTEER

- Contact the Recreation and Parks Department at 240-314-8620 or the Community Services Division at 240-314-8310. Learn more at www.rockvillemd.gov/volunteer.

Amended FY15 Expenditure Budget by Dept.



Adopted Rockville Utility Rates for FY15

	ADOPTED
Refuse Rate	FY 2015
1.9% increase	\$379 per year
Sewer Charges*	FY 2015
7% increase	\$459.36 per year
Stormwater Management Fee	FY 2015
12.5% increase	\$112.15 per year
Water Charges*	FY 2015
8.9% increase	\$422.24 per year

*Sewer and water charges assume a family of four using 16,000 gallons per quarter.